

Luncheon
or Afternoon Tea
will be served every business
day from 11 A. M. to 6 P. M.
on the Tenth floor in
"The Wedgewood Room"
"The Mandarin Room"
"The Loggia"



Founded 1826

Lord & Taylor

Fifth Avenue, 38th Street, 39th Street.

Murray Hill 9000

Cut Flowers and Plants
The finest greenhouses supply
the Store daily with Fresh Cut
Flowers and Plants. Orders for
out-of-town, foreign, or quick local
delivery will be filled with charac-
teristic dispatch. Home decora-
tions for all occasions will be done
by experts from the Store staff.
(Balcony)

Annual March Sale of Women's & Misses' Waists

Third Floor

Georgette Crepe, Lace, Crepe-de-Chine,
Chiffon and Lingerie

Crepe Chiffon, with fine lace beaded and daintily embroidered. Usually \$20.00	\$14.75
Cream Brussels Net, with chiffon taffeta attractively introduced, new pointed collar. Usually \$15.00	\$9.75
Copy of an imported model of heavy quality Crepe-de-Chine, with vest and collar of fine net and lace. Usually \$18.00	\$7.95
Georgette Crepe, lined with chiffon cloth, daintily trimmed with velvet buttons and lace. Usually \$10.00	\$6.95
Allover Black Lace, lined with white chif- fon. Usually \$10.00	\$5.95
Crepe-de-Chine, picot edge organdy collar and cuffs, fancy buttons. White and all the leading shades. Usually \$10.00	\$5.00

Imported Model

Brussels Net, flesh lined, embroidered ba- tiste collar, cuffs and revers. Usually \$14.00	\$9.75
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Lingerie Waists

Voile, open front, embroidered, Venice in- sertion and net frill, three-quarter sleeves.	\$3.95
Crepe Voile, yoke model, elaborately em- broided and lace trimmed.	\$4.95
Tailored model of handkerchief linen, flat collar and revers, long sleeves. White and all the new shades.	\$5.00
Several models of Voile and Crepe, embroidered and trimmed with Venice, Val, and shadow laces	\$1.95 to \$2.95

Imported Models

Fine Crepe, double breasted model, collar and cuffs of handkerchief linen, daintily embroidered. White and all the leading shades. Usually \$12.00	\$8.75
Crepe model, dainty shades; yoke and re- vers embroidered in white, new collar and vest of organdy. Usually \$12.00	\$8.75
Fine Batiste, high neck or flat collar, hand embroidered and insertions of Val, or cluny laces. Usually \$6.00	\$3.95

Misses' Waists

Crepe-de-Chine, Chiffon and Lingerie
Sizes 14, 16 and 18

Crepe-de-Chine, with organdy vest and new high collar effect, three-quarter sleeves edged with organdy. Flesh, white and maise. Usually \$7.50	\$5.00
Pleated Chiffon, attractively trimmed with lace and striped grenadine collar. Navy, tango and flesh. Usually \$7.50	\$5.00
Stripe Crepe and Batiste, daintily trim- med.	\$1.95

Imported Models

Brussels Net, flesh lined, embroidered ba- tiste collar, cuffs and revers. Usually \$14.00	\$9.75
Crepe, in dainty shades, yoke and revers embroidered in white, new collar and vest of organdy. Usually \$12.00	\$8.75
Crepe-de-Chine, white taffeta frill and tie finishing net vest. Usually \$11.00	\$7.95

The Great Furniture Section

Occupies the Entire Sixth Floor

Here is assembled a magnificent collection
of Splendid Furniture for Dining Room,
Living Room, Bed Room and Library, from
medium to the highest grades, at moderate
prices.

A Beautiful Living Room Suite \$500.00
Four pieces, illustrated.



This suite represents the work of the most modern
students of artistic decorating. The upholstered
pieces are Cromwellian in design, large and luxurious
—the sofa is 93 inches long, arm chair to match, 40
inches wide, and the old French comfort is 41 inches
tall and 32 inches wide. The tapestry is copied
from what is known as "Morgan's Tapestry," the
original of which is on exhibition in the art museum.
The mahogany table is very heavy and beautifully
carved.

Makers of custom made furniture would charge
something like \$1,000.00 for this elegant suite.

Three Piece Library Suite \$150.00
At the exceptional price of.....
The three tapestry pieces alone are worth \$150.00,
then there is a Colonial Library Table and a 24-inch
top lamp stand of solid mahogany.

Annual March Sale of Underwear, Negligees or Boudoir Gowns & Corsets

(Monday, Tuesday and Wednesday Only)

This much enlarged section on the Fifth Avenue side of the Second Floor, with its mag-
nificent facilities for display, enables us to show far greater assortments of both imported,
and domestic Underwear, etc., than in former years. In accordance with our long estab-
lished custom in connection with this event we offer the merchandise involved, on Monday,
Tuesday and Wednesday, at much less than customary prices.

Second Floor

Imported Underwear

Gowns

\$1.50, \$1.95, \$2.95, \$3.95 to \$5.95
Combinations.. \$1.50, \$1.95, \$2.95 to \$3.95
Petticoats.. 98c, \$1.50, \$1.95, \$2.95 to \$6.95
Chemises..... 98c, \$1.25 to \$1.95
Drawers..... 50c, 98c, \$1.25 to \$1.95
Corset Covers..... 75c, 98c to \$1.25

Domestic Underwear

Gowns

50c, 98c, \$1.25, \$1.50, \$1.95, \$2.50, \$2.95, \$3.95 to \$5.45
Cotton Crepe..... 50c, 98c
Crepe-de-Chine.. \$3.95, \$5.45, \$6.95 to \$7.95
Combinations
75c, 98c, \$1.25, \$1.95, \$2.95 to \$3.95
Combinations, Culotte drawers 98c, \$1.25 to \$1.95
Chemises..... 98c, \$1.25, \$1.95 to \$2.50

Drawers, culotte or straight leg

50c, 98c, \$1.25 to \$1.95

Petticoats

98c, \$1.25, \$1.95, \$2.50, \$2.95,
\$3.95 to \$5.45

Panel Front, Pique Petticoats

98c, \$1.25 to \$1.95

Corset Covers.. 50c, 75c, 98c, \$1.25 to \$1.95

Lingerie Princess Slips

98c, \$1.25, \$1.95, \$2.95 to \$3.95

Negligees & Boudoir Gowns

Imported Negligees

Two splendid models of Albatross, delicate shades, hand embroidered or embroidery and pleat- ing trimmed.	\$3.95
French Flannel, with shawl collar and cuffs, hand embroidered scallop.	\$4.95
Albatross, straight model, embroidered and scallop trimmed.	\$5.95
Albatross, straight model, elaborately em- broided.	\$7.95
Albatross, Empire model, satin girdle, hand embroidered batiste collar.	\$10.75

Domestic Negligees

Two-piece model of Crepe-de-Chine, plisse princess slip, with lace insertions, coat lace trimmed.	\$14.75
Brocade Crepe-de-Chine (best quality), elaborately embroidered, shadow lace vest, plisse skirt.	\$10.75
Crepe-de-Chine, elaborately hand embroidered, shadow lace Medici collar and vest, draped skirt.	\$9.75
Attractive Empire model of Crepe-de-Chine with shawl collar of chiffon handsomely em- broided.	\$8.75
Very attractive accordion pleated model of best quality Crepe-de-Chine.	\$12.75
Dainty model of Crepe-de-Chine, bodice of shadow lace, chiffon lined, ribbon trimmed.	\$10.75
Crepe-de-Chine, hand embroidered bodice, quilted ribbon trimmed.	\$6.95
Two-piece Brocade Crepe, plisse princess slip, lace top, coat soft pleating trimmed.	\$7.50
Pretty model of dotted Crepe, with dainty colored flowered shadow lace collar.	\$3.95
Messaline Satin, Empire model, embroi- dered bodice, soft pleating trimmed; plisse skirt.	\$7.75
Handsome Flowered Satin, Empire model, collar and cuffs Val, lace, and pleating trimmed.	\$6.95
Matinee Suit, accordion pleated, or Bordered Florentine Silk, or collar of lingerie, shadow lace trimmed; plisse skirt.	\$6.75
Flowered Satin, Empire model, shadow lace trimmed.	\$6.45
Very attractive model, of Bordered Satin, coat effect, prettily draped skirt.	\$5.95
Florentine Silk, Empire model, hemstitched organdy collar and cuffs, lace and pleating trim- med.	\$4.95
Albatross, Empire model, bodice elaborately em- broided, satin girdle, plisse skirt, lace trimmed.	\$7.75
Two-piece model of Albatross, princess slip, coat soft ribbon pleating trimmed.	\$6.75

Two Attractive Models of Albatross, hand em- broided, or shadow lace and lingerie trimmed.	\$4.95
Albatross, Empire model, fillet lace trim- med, pleated skirt.	\$4.45
Albatross, Empire model, satin ribbon and button trimmed.	\$3.95

Kimonos

Flowered Satin, loose model, ribbon ruche trimmed.	\$6.95
Flowered Florentine Silk, loose model, rib- bon ruche trimmed.	\$5.95
Crepe-de-Chine, raglan model, hem- stitched.	\$5.45
Flowered Satin, straight or semi-fitted ribbon trimmed; or Satin Messaline, Dres- den ribbon trimmed.	\$4.95
Flowered Florentine Silk, straight model, satin trimmed.	\$4.45
Dotted Crepe, loose model, draped; pleated net frill.	\$2.95
A large variety of Flowered Plisse, and Cotton Crepe, in Empire or loose models, effectively trimmed.	\$1.45, \$1.95, \$2.25 to \$2.95
Flowered Voile, and Satin Striped Crepe, in delicate colorings, Empire and straight models.	\$1.45, \$1.75, \$1.95 to \$2.95
White or Flowered Dotted Swiss, prettily trimmed with lace and ribbon.	\$1.35, \$1.95, \$2.25, to \$2.95

Silk Petticoats & Princess Slips

The newest Spring models, in all the desirable
materials, including Crepe-de-Chine, Silk Jersey,
Messaline and Chiffon Taffeta, in street and
evening shades; also black, white, and black and
white stripes.

Crepe-de-Chine Petticoats, white, pink and light blue, prettily trimmed with lace	\$2.95, \$3.95, \$4.95 to \$5.95
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Silk Jersey Top Petticoats, with flounce of Messa- line, black, white and colors	\$2.95, \$3.95, \$4.50 to \$4.95
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Messaline Silk Petticoats, with fancy accordion pleated flounce, black, white and colors	\$2.95, \$3.95 to \$4.95
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Chiffon Taffeta, black and colors.	\$3.95
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Princess Slips

Messaline, white, pink and light blue, lace trimmed.	\$3.95 to \$4.95
India Silk, lace trimmed, white, pink and light blue.	\$3.95
Crepe-de-Chine, lace trimmed, white, pink and light blue.	\$5.95

Knickers

Crepe-de-Chine	\$2.95 to \$3.95
Silk Jersey	\$3.45 to \$5.00

Imported & Domestic Corsets

At Much Less Than Prevailing Prices

Three "Elente" Models

Imported Hip Conformer, with elastic rib- bon top and extra heavy quality silk tricot, very lightly boned and satin striped. Usually \$17.00	\$10.75
Novelty Batiste, white with dainty pink stripe, extremely low bust with elastic inserts. Usually \$9.00	\$4.50
"Elente" Model of Fancy Broche, ex- treme low bust, and free over hips.	\$3.75

La Vida Corsets

Made of superior quality Coutil, extra low bust, free hip, firmly boned at back, giving straight line effect. Usually \$5.00	\$2.95
Fancy Brocade, semi-girdle top, daintily lace trimmed, princess effect with straight flat back. Usually \$8.00	\$3.95
Handsome Silk Brocade, medium low bust, long straight lines, producing the suppleness now so much in vogue.	\$5.00

American Lady Corsets

Silk Brocade Batiste, low bust, long straight hips and back, desirable for all types of figures.	\$3.95
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Redfern Corsets

Made of Fancy Broche, extra long straight hips and back. Usually \$6.00	\$2.95
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Florita Corsets

Made of French Batiste, semi-girdle top, extremely long hips, giving splendid lines to the average figure. Usually \$5.00	\$2.25
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Women's Suits & Coats

Third Floor

Presenting the most carefully selected stock of
Women's Garments in America, this splendid
section reflects perfectly the store's merchan-
dise and service standards.

Fancy Tailored Suits

A magnificent assortment of plain and moired chif-
fon taffeta, silk faille, bengaline, moire silk, eolienne
silk, crepe-de-chine, satin charmeuse, silk and wool
crepe, wool crepe poplin, men's wear serges, crepe
cloth, barathe cloth and imported gabardines.
Prices range from

\$39.50 to \$165.00

Fancy Tailored Suits

The season's smartest models in
all the fashionable materials

Attractive Models	Distinctive Styles
\$25.00 to \$29.50	\$35.00 to \$39.50
Usually \$39.50 to \$45.00	Usually \$50.00 to \$60.00

A Large Selection of Models Copies of the Best Foreign Styles

Of faille silk, chiffon taffeta, wool crepes, men's
wear serges, imported gabardines, crepe poplin and
shepherd checks.

\$45.00 to \$65.00

Usually \$65.00 to \$85.00

Women's Separate Skirts

Of serges, wool crepes, wool crepe poplin, shepherd
checks, taffetas, satin charmeuse, moire silk and
canton crepe.

\$5.00 to \$25.00

Women's Coats and Wraps

For Street, Afternoon and Evening Wear

Reproductions of the latest foreign models of satin
charmeuse, moire silk, faille silk, chiffon taffeta and
fancy chiffon effects. Prices according to material.

\$29.50 to \$225.00

Exceptional Offerings

Street, Balmacaan and Afternoon Coats
Of wool bengaline, pyramid cloth, serges, diagonals,
crepe poplins, shepherd checks, wool eponge, Done-
gal mixtures, chiffon taffetas and moire silks.
Prices according to material.

\$16.50 to \$50.00

Usually \$25.00 to \$75.00

Rubberized, Gabardine and Cravenette Raincoats

An attractive assortment at prices ranging from

\$7.50 to \$25.00

Cotton Dress Fabrics

Charming Styles for Spring and Summer

Second Floor.

<i>Imported Eponge</i>	
38 inches wide; in a variety of small plaids and mottled effects.	75c
Special, per yard	

<i>Printed Tosca Crepe</i>	} 65c
38 inches wide; various designs on white and tinted grounds. Special, per yard	

<i>Silk and Cotton Crepe-de-Chine</i> Made in France, double width, a full range of new shades. Special, per yard	78c
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<i>Imported White French Tosca Crepe</i> 40 inches wide; fine crisp quality. Special, per yard	35c
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<i>Satin Linings</i>	
36 inches wide; a complete range of colors.	68c
Special, per yard	

Oriental Carpets & Rugs

Fifth Floor

The store is just as celebrated for its Floor
Coverings as it is for its Hosiery and Apparel.
Naturally, then, a great section was allotted
to the Oriental Rugs, the Domestic Rugs, the
Carpets, Oilcloths and Linoleums on the Fifth Floor.
The newest devices, affording greater convenience
to customers in viewing these immense stocks, were
installed.

In assembling the comprehensive stocks in
these sections particular stress was laid on exclu-
sive, artistic designs. This applies equally to the
Linoleums as to our famous Chinese Rugs.

Special Offerings

Persian Gorevan Carpets

A very fine selection of designs

\$165.00—Usual price \$250.00

Persian & Kurdistan Rugs

An exceptional assortment of these weaves

\$35.00—Usual price \$55.00